

# ORDER



WAVY

**Orders**  
**Order / Rev:** 199108  
**Alt Order #:** 06842554  
**Product Desc:** 8/20-8/27 SCOTT RIGELL/NRCC  
**Estimate:** 3006  
**Flight Dates:** 08/21/12 - 08/27/12  
**Original Date / Rev:** 08/16/12 / 08/16/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** American Media & Advocacy Group  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Rigell-NRCC (R)  
**Demographic:** A35-64  
**Product Codes:** PL1  
**Priority:** P3  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN16043/SP10305

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	21	\$12,350.00	\$10,497.50
08/27/12	08/27/12	3	\$1,750.00	\$1,487.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	21	\$12,350.00	\$10,497.50	0.00
September 2012	3	\$1,750.00	\$1,487.50	0.00
<b>Totals</b>	<b>24</b>	<b>\$14,100.00</b>	<b>\$11,985.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WAVY	37%	\$14,100.00
Market	100%	\$38,108.11

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	42%	\$16,005.41
WTVZ	9%	\$3,429.73
WVBT	6%	\$2,286.49
WVEC	6%	\$2,286.49

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	08/21/12	08/21/12	WAVY News @ Sunrise	CM	5a-6a	-T-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
WAVY News @ Sunrise															
WAVY NEWS-5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-T-----			1		\$500.00		0.00				
E 2	WAVY	08/22/12	08/22/12		CM	5a-6a	--W----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00

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 Product Desc: 8/20-8/27 SCOTT RIGELL/NRCC  
 Estimate: 3006

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WAVY News @ Sunrise															
WAVY News @ Sunrise															
WAVY NEWS-5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----					1	\$500.00		0.00			
E 3	WAVY	08/23/12	08/23/12	WAVY News @ Sunrise	CM	5a-6a	---T---	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
WAVY News @ Sunrise															
WAVY NEWS-5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---					1	\$500.00		0.00			
E 4	WAVY	08/24/12	08/24/12	WAVY News @ Sunrise	CM	5a-6a	----F--	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
WAVY News @ Sunrise															
WAVY NEWS-5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--					1	\$500.00		0.00			
E 5	WAVY	08/27/12	08/27/12	WAVY News @ Sunrise	CM	5a-6a	M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
WAVY News @ Sunrise															
WAVY NEWS-5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$500.00		0.00			
E 6	WAVY	08/25/12	08/25/12	WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
WAVY News 10 Sa 6a															
WAVY NWS SAT6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$300.00		0.00			
E 7	WAVY	08/25/12	08/25/12	WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
WAVY News 10 Sa 7a															
WAVY NWS SAT7A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$400.00		0.00			
E 8	WAVY	08/26/12	08/26/12	WAVY News 10 Sunday 6a	CM	6a-7a	-----S	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
WAVY News 10 Sunday 6a															
WAVY NWS SUN6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$300.00		0.00			
E 9	WAVY	08/26/12	08/26/12	WAVY News 10 Sunday 7a	CM	7a-8a	-----S	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
WAVY News 10 Sunday 7a															
WAVY NWS SUN7A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$400.00		0.00			
E 10	WAVY	08/26/12	08/26/12	Today Show Sunday	CM	8a-9a	-----S	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
Today Show Sunday															
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$800.00		0.00			
E 11	WAVY	08/21/12	08/21/12	WAVY News 10 @ Noon	CM	12p-1p	-T-----	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
News 10 @ Noon															
WAVY NEWS10-NN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----					1	\$250.00		0.00			
E 12	WAVY	08/23/12	08/23/12	WAVY News 10 @ Noon	CM	12p-1p	---T---	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
News 10 @ Noon															
WAVY NEWS10-NN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---					1	\$250.00		0.00			
E 13	WAVY	08/24/12	08/24/12	WAVY News 10 @ Noon	CM	12p-1p	----F--	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
News 10 @ Noon															
WAVY NEWS10-NN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--					1	\$250.00		0.00			
E 14	WAVY	08/25/12	08/25/12		CM	6p-630p	-----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00

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 Estimate: 3006  
**WAVY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				WAVY News 10 Sat 6p										
				WAVY News 10 Sat 6p										
				WAVY NWS 6P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$500.00		0.00			
E 15	WAVY	08/26/12	08/26/12	WAVY News 10 Sun 6p CM		6p-7p -----S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				WAVY News 10 Sun 6p										
				WAVY NW10 SUN1										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$500.00		0.00			
E 16	WAVY	08/21/12	08/22/12	M-F 730-8p	CM	730-8p -TW----	:30	1	\$900.00	P1	0.00	NM	1	\$900.00
				M-F 730-8p										
				INSIDER<										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-TW----				1	\$900.00		0.00			
E 18	WAVY	08/23/12	08/24/12	M-F 730-8p	CM	730-8p ---TF--	:30	1	\$900.00	P1	0.00	NM	1	\$900.00
				M-F 730-8p										
				INSIDER<										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---TF--				1	\$900.00		0.00			
E 20	WAVY	08/27/12	08/27/12	M-F 730-8p	CM	730-8p M-----	:30	1	\$900.00	P1	0.00	NM	1	\$900.00
				M-F 730-8p										
				INSIDER<										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----				1	\$900.00		0.00			
E 21	WAVY	08/26/12	08/26/12	NFL Pre-Season Game CM		NFL Pre-Season G-----S	:30	1	\$3,200.00	P1	0.00	NM	1	\$3,200.00
				NFL Pre-Season Game										
				NFL PRE: CAR vs NYJ										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$3,200.00		0.00			
E 22	WAVY	08/21/12	08/21/12	Tonight Show/Jay Leno CM		1134p-1237a -T-----	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
				Tonight Show w/Leno										
				TONITE SHW-NBC<										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----				1	\$350.00		0.00			
E 23	WAVY	08/22/12	08/22/12	Tonight Show/Jay Leno CM		1134p-1237a --W----	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
				Tonight Show w/Leno										
				TONITE SHW-NBC<										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----				1	\$350.00		0.00			
E 24	WAVY	08/23/12	08/23/12	Tonight Show/Jay Leno CM		1134p-1237a ---T---	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
				Tonight Show w/Leno										
				TONITE SHW-NBC<										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---				1	\$350.00		0.00			
E 25	WAVY	08/24/12	08/24/12	Tonight Show/Jay Leno CM		1134p-1237a ----F--	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
				Tonight Show w/Leno										
				TONITE SHW-NBC<										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--				1	\$350.00		0.00			
E 26	WAVY	08/27/12	08/27/12	Tonight Show/Jay Leno CM		1134p-1237a M-----	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
				Tonight Show w/Leno										
				TONITE SHW-NBC<										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----				1	\$350.00		0.00			
												Totals	24	\$14,100.00